

APPROVED MINUTES
BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE
REGULAR MEETING
Monday, October 18, 2021, 3:30 P.M.
CITY HALL, 1st Floor Chamber Room
100 North Andrews Avenue
Fort Lauderdale, FL 33301

MEMBERS	September 2021 – August 2022				
	REGULAR MTGS		SPECIAL MTGS		
	Present	Absent	Present	Absent	
The “W” Hotel, Capri Hotel, LLC <u>Anna MacDiarmid</u> Brigitte Bienvenu, Alternate	P	2	0	0	0
Marriott Courtyard, PHF Oceanfront <u>Michael Fleming</u> Steve Zunt, Alternate	P	2	0	0	0
Ritz Carlton Hotel <u>Bosther Kusich</u> Cynthia Yalcindag, Alternate	P	2	0	0	0
Greater FTL Chamber of Commerce <u>Stuart Levy</u>	P	2	0	0	0
The Westin Ft Lauderdale Beach <u>Daniel Esteves</u> Laurie Johnson, Alternate	P	2	0	0	0
B Ocean Fort Lauderdale <u>Rizwan Ansari</u> (at 3:39 p.m.) Ken Elizondo, Alternate	P	2	0	0	0
Bahia Mar Doubletree <u>Lisa Namour</u> Patricia Miracola, Alternate	P	2	0	0	0
Sonesta Hotel <u>Michael Medeiros</u> JP LeBlanc, Alternate	P	2	0	0	0

Staff

Tasha Cunningham, BID Manager
Sarah Spurlock, Night Time Economy Manager
Cija Omengebar, CRA Planner/Liaison
Clarence Woods, Northwest CRA Manager
Crysta Parkinson, Prototype, Inc.
Lizeth De Torres, CRA Senior Administrative Assistant

Guests

Ina Lee
Chris Stacey

I. Call to Order / Roll Call / Quorum

The meeting was called to order at 3:30 p.m. by Chair MacDiarmid. It was noted that a quorum was present.

II. Approval of Meeting Minutes

- **Regular Meeting – September 13, 2021**

Motion made by Mr. Medeiros, seconded by Ms. Namour, to approve the minutes of the September 13, 2021, Regular Meeting. In a voice vote, the **motion** passed unanimously.

IV. Sponsored Event Update – Tortuga Music Festival Update

Chris Stacey, Founder, Tortuga Music Festival, provided an update on the event. He acknowledged the past few years had been difficult, but the event was moving forward with modifications. He stated there were 30 months between the festivals which were previously on an annual cycle and discussed the impact of the pandemic. Continuing, Mr. Stacey stated the majority of staff was back and 50 percent of tickets had been maintained. He noted sales had resumed and the marketing campaign was underway.

Mr. Stacey shared a video highlighting the 2019 festival. He reviewed attendee survey results, including economic impact. He stated 99 percent of fans surveyed stated they were satisfied with the local venue and location. He reviewed the marketing campaign, outlining efforts in and out of Florida, and discussed how the \$150,000 grant from the BID was spent in 2019 and 2021. He stated the festival organizers would like to formally request an extension of funding for 2022.

Ina Lee stated she had been to every one (1) of these festivals and had been amazed at the people filling the hotels during the shoulder season. She noted the effort the organizers had done to mitigate turtle concerns and stated this type of event was what the BID was created to support.

Chair MacDiarmid congratulated Mr. Stacey on the event and the survey numbers. She stated it was awesome to see the impressive numbers, including 88 percent staying in hotels for three (3) nights.

Ms. Omengebar stated the event had been funded for \$700,000 over three (3) years, with the final funding coming in 2020. She explained the 2021 event was using the 2020 funds.

Mr. Stacey stated the organizers had just approved dates of April 7, 8, and 9, 2022. He noted he would be applying for roughly the same ask and wanted to give advance notice.

Ms. Omengebar asked about the comparison year to year. Mr. Stacey stated the event was trending to be down about 10,000 tickets.

Mr. Medeiros congratulated Mr. Stacey on the numbers and said he would encourage more events like it.

Mr. Kusich stated every year the Tortuga Festival has been held it becomes a challenge because the hotel is bursting at the seams. He asserted Mr. Stacey and the event team was doing a great job.

Mr. Stacey added that over \$2 million had been raised for local organizations over the course of the event.

V. Recommendation for Budget Amendment

- **City Service Charges**
- **Event Funding**

Sarah Spurlock, Nighttime Economy Manager, stated it was the plan for her office to take over the administration of the BID, but funding was needed to make the transition. She explained the staffing needs and reviewed the service charge adjustment proposed totaled \$127,144. Continuing, Ms. Spurlock explained there were also three (3) events which had not yet been presented to the Board, and in order to consider their applications, funds needed to be moved from reserves. She stated those events were the A1A Marathon, 2022 Air Show, and Fleet Week.

Chair MacDiarmid asked what the transfer of \$127,144 would leave remaining in reserves.

Ms. Spurlock noted that \$200,000 had previously been moved from reserves in order to fund the marketing plan.

Ms. Omengebar reviewed the budget briefly and stated there was \$723,527 in reserves.

Chair MacDiarmid asked if the staff amendment was optional. Ms. Omengebar explained staffing was an annual charge and the requested transfer was similar to the way it was funded when the CRA staffed the BID.

Mr. Medeiros asked the reason for the staff change.

Clarence Woods, Northwest CRA Manager, explained the reason for the change. He stated Ms. Omengebar had been managing multiple programs, and staff had been trying to get an additional person to help with those duties and responsibilities, because it was no longer sustainable. He stated the BID was a full-time position. Mr. Woods asked the Board keep in mind that the BID had always carried the service charge, but it was taken off in Fiscal Year 2021.

Ina Lee stated the events funded by the BID were critically important to tourism on the beach. She asked if centralizing the staffing in the City Manager's office would help make it simpler in the future to bring events forward in the future.

Ms. Spurlock asserted they were discussing two (2) different issues. She stated events used to be handled through the City Manager's office and she oversaw them, but they had been moved to Parks and Recreation. She explained that would remain with Parks and Recreation, and the BID's function would remain in funding. She discussed staffing changes over time and workload issues.

Mr. Medeiros stated it sounded like what businesses were experiencing in coming back from COVID-19.

Motion made by Mr. Medeiros, seconded by Mr. Kusich, to approve the transfer of \$127,144 from reserves. In a voice vote, the **motion** passed unanimously.

Chair MacDiarmid asked for discussion regarding the budget amendment for additional event funding.

Ms. Omengebar clarified that the requested transfer of \$125,000 would cover the A1A Marathon, 2022 Air Show, and Fleet Week, but Mr. Stacey's discussion regarding Tortuga was not included. She noted the Board could allow him to go through the application process and review the budget and discuss a future budget amendment.

Discussion ensued regarding the event funding. Ms. Omengebar stated the events themselves would still need to come before the Board for approval, this action was just to move funds from reserves.

Motion made by Ms. Namour, seconded by Mr. Medeiros, to approve the transfer of \$125,000 from reserves. In a voice vote, the **motion** passed unanimously.

V. BID Manager Update

- **Co-Op Promotional Campaign Update**

Tasha Cunningham, BID Manager, gave a brief update on the ongoing promotional campaign in partnership with Visit Lauderdale. She stated Odyssey had finished the two (2) videos, which were the last portion of the campaign.

Chair MacDiarmid asked Ms. Cunningham to address how the businesses were selected.

Ms. Cunningham explained they had wanted a democratic process where Board members recommended businesses and places to feature. She stated the selections were made through an anonymous survey. She explained the videos covered the “Best Places to Stay” and the “Best Places to Dine” and showed the video to the Board.

Ms. Cunningham reviewed the distribution plan for the videos briefly. She stated they could also be made available to anyone on the BID who wanted to use them in their own promotion. Continuing, she stated a presentation of analytics was planned for the November meeting.

- **Funding Application Prospects**

Ms. Cunningham stated A1A Marathon would be requesting \$10,000, and Seaglass was requesting \$21,000, in addition to the Air Show and Fleet Week.

- **Food and Beverage Program**

Ms. Cunningham stated there was a committee comprised of General Managers at the hotels working on the food and beverage program issue, and BID staff was gathering information from that process to share with the Board.

Ms. Cunningham provided updates regarding other staff efforts, noting that starting in October, she would be reporting to the Chamber each month going forward on the BID activities, and beginning in November would be holding a monthly meeting with City and County transportation staff to discuss issues specifically related to Fort Lauderdale Beach. She stated she would provide updates with the Board on those conversations. Continuing, Ms. Cunningham stated she was working with Odyssey on putting together a promotion to honor Healthcare for Heroes, which would recognize first responders and create positive buzz for the BID and Fort Lauderdale Beach. She explained they were hoping to build weekend packages to use as recognition, and said she would report back next month.

VI. Communications to the City Commission

None.

VII. Old/New Business

- **Upcoming Events**

Ms. Omengebar asked the Board if they were familiar with the Loop update emails from Ari Glassman. She noted upcoming events were included in the email.

- **Rebranding Strategy Meeting**

Ms. Omengebar stated staff was working with Tasha and would be scheduling a separate workshop to allow the BID committee to discuss the rebranding strategy. She stated there remain a few things to work out with legal counsel, and then she would send an email regarding dates.

- **November Meeting Agenda Item Recommendations**
 - **Funding Applications and Presentations**
 - **Las Olas Marina MOT Plans Presentation**
 - **Co-op Campaign Presentation**

Ms. Omengebar shared items planned for the November agenda. She stated several requests were slated, and she would prioritize based on dates. She noted requests would also hinge on when the Budget Department could move funds.

Chair MacDiarmid stated staff and the Chair have a pre-call to review the agenda in order to limit presenters to remain within the allotted time. She asked if there was a December meeting scheduled.

Ms. Omengebar stated there was a meeting scheduled for December 13.

Chair MacDiarmid asked that there also should be an update on the budget included on the November agenda.

VIII. Adjournment

Upon motion duly made and seconded, the meeting adjourned at 4:24 p.m. The next Regular Meeting of the BID is scheduled for November 8, 2021, at 3:30 p.m.

[Minutes prepared by C. Parkinson, Prototype, Inc.]

Attachments:

Tortuga Festival Event Update PowerPoint presentation
BID Manager Update PowerPoint presentation